

# ACCOUNT-BASED INFORMATION CONTROL AND EXCHANGE UTILITY

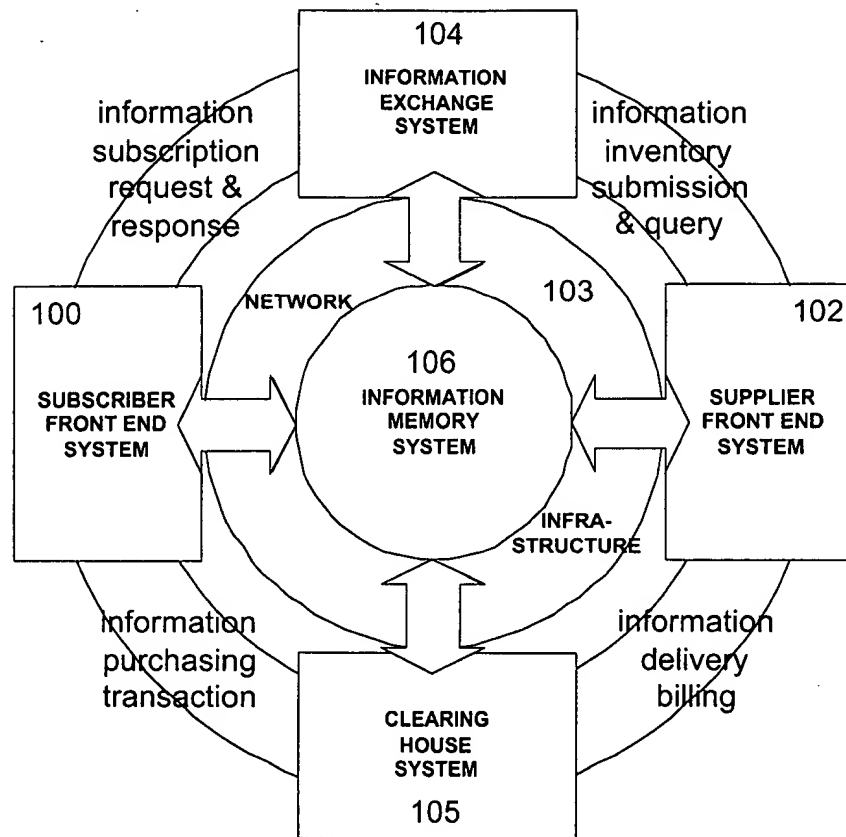


Figure 1

# ACCOUNT-BASED ON REQUEST INFORMATION CONTROL AND EXCHANGE UTILITY

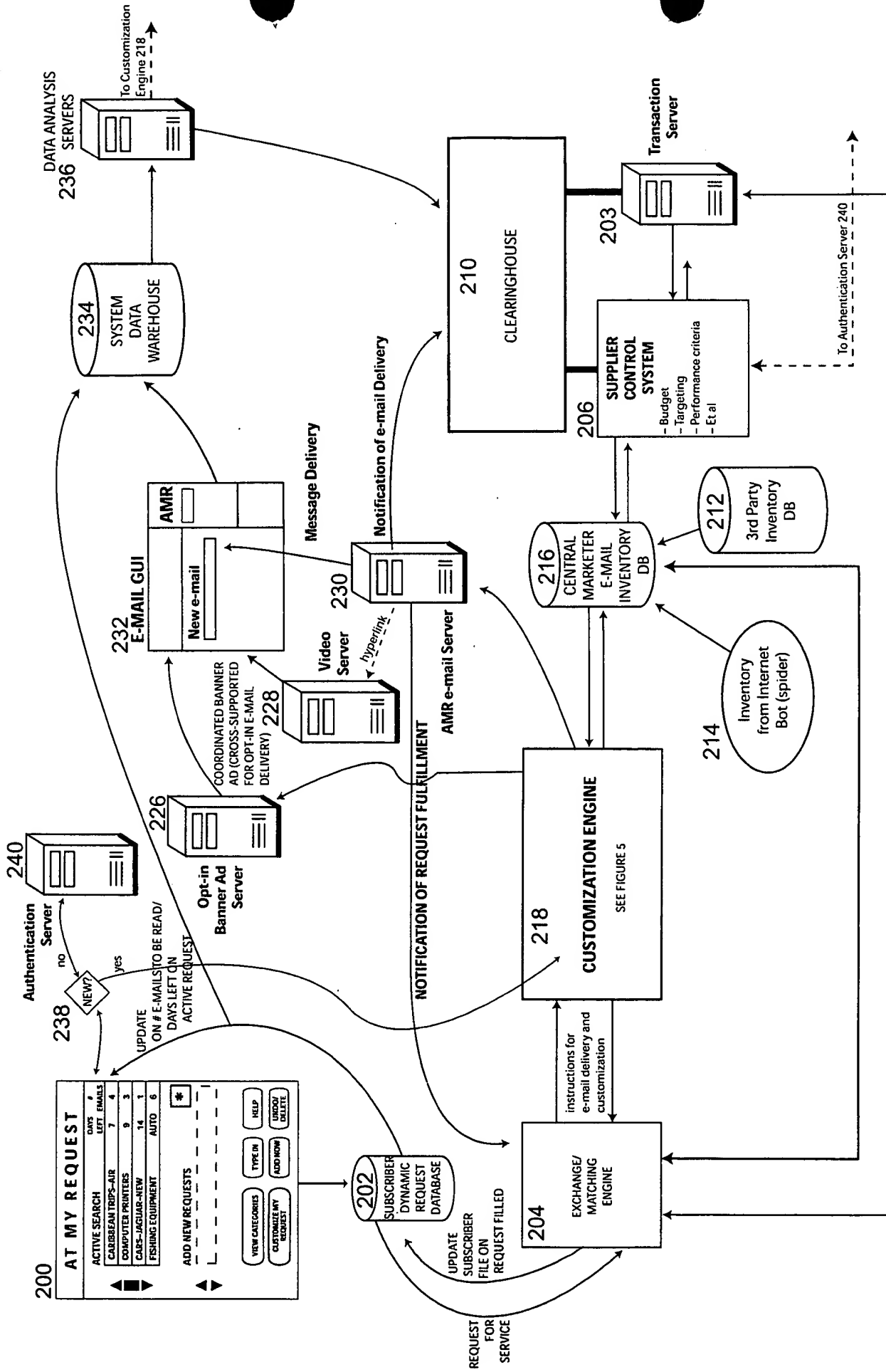


Figure 2

# SYSTEM ARCHITECTURE FOR THE PRESENT INVENTION

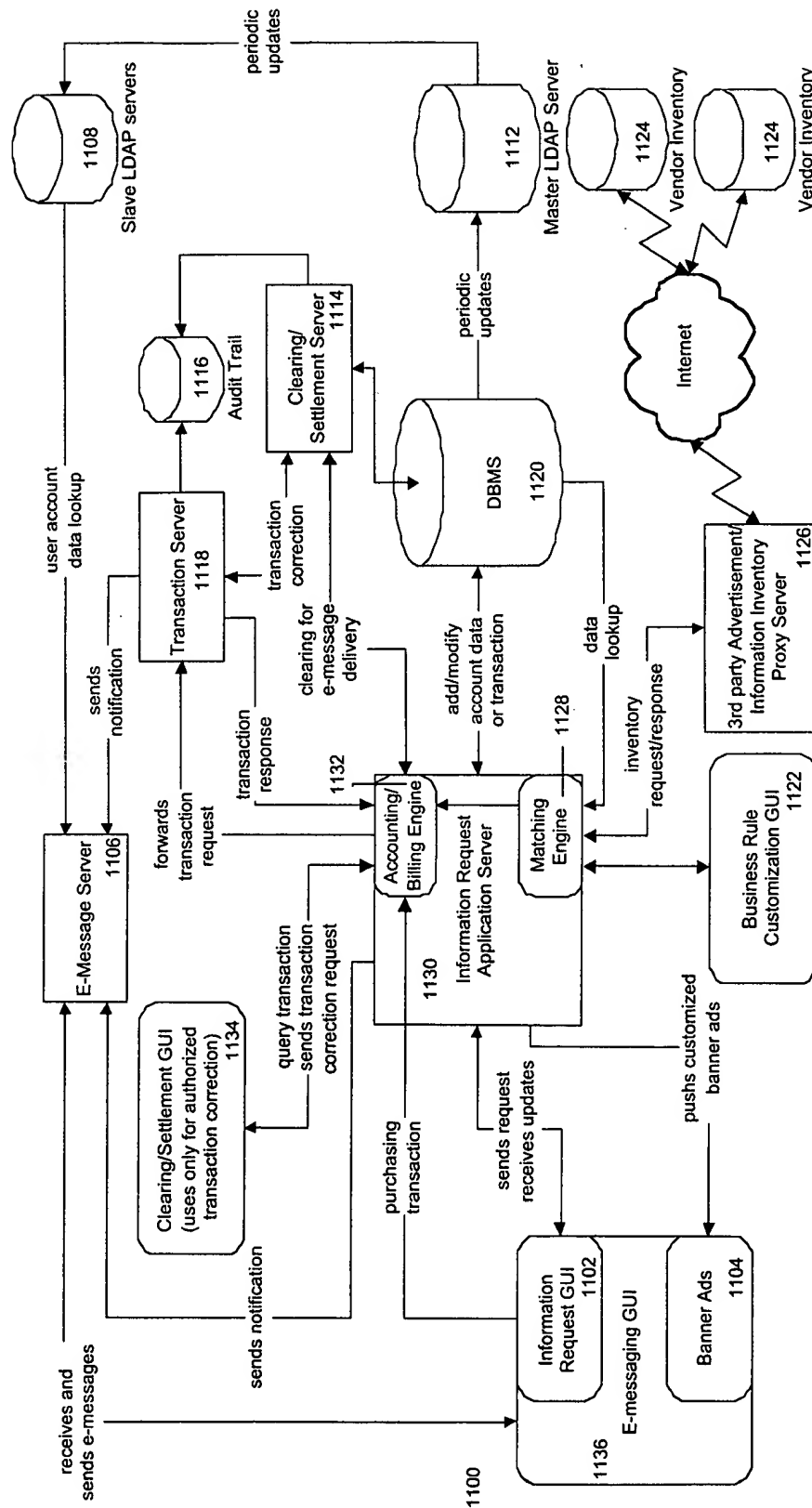


Figure 3

900

# ABC Service Provider e-Mail Service

Welcome

Powered by ZoEmail—Zero Spam, Enhanced Privacy e-Mail

902

920 922 924 926  
Personal Inbox Outbox Draft Trash

904

- ▶ Check Mail 928
- ▶ Compose 930
- ▶ Folders 932
- ▶ Addresses 934
- ▶ Search 936
- ▶ Options 938
- ▶ Help Desk 940
- ▶ Sign Out 942

Search the Web for

906



907

ZoEmail Member Shopping Sites

954

956

910

912

Check All Clear All Empty Trash

Delete

Checked Mail

958

960

	From	Date	Subject	Size
<input type="checkbox"/>				964
<input type="checkbox"/>				966
<input type="checkbox"/>				968
<input type="checkbox"/>				970
<input type="checkbox"/>				972
<input type="checkbox"/>				976
<input type="checkbox"/>				
<input type="checkbox"/>				979
<input type="checkbox"/>				980
<input type="checkbox"/>				982
<input type="checkbox"/>				

908

Lock Box

From	Date	Subject	Size
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>	944 946 948		

Check All Clear All Empty Trash

Delete Checked Mail

950 952 962

914

## @ MY REQUEST™

### ACTIVE REQUESTS

- ☒ Honeymoon Travel Pkgs.
- ☒ Camping—Western U.S.
- ☒ Projection TV—Best Deals
- ☐ Sport Utility Vehicles

<Type in your Request>

SEND:

A LITTLE A LOT

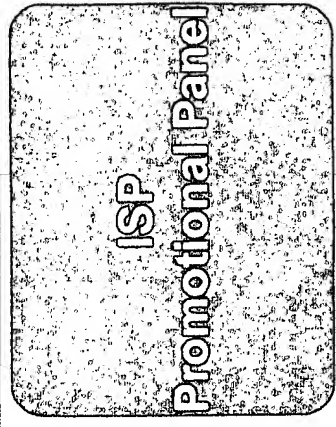
KEEP ACTIVE:

982 5 DAYS WEEKS MONTHS

984 ☐ No Time Limit

986 ☒ Add ☒ Delete 988

918



03/03/2013 03:02:03

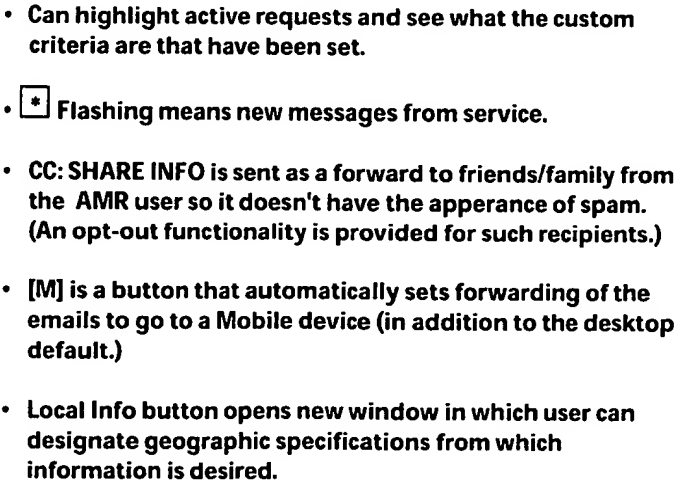


Figure 5a

IZABLE INFORMATION CONTROL & EXCHANGE UTILITY

804  
AMR POP UP FOR REQUEST CUSTOMIZATION

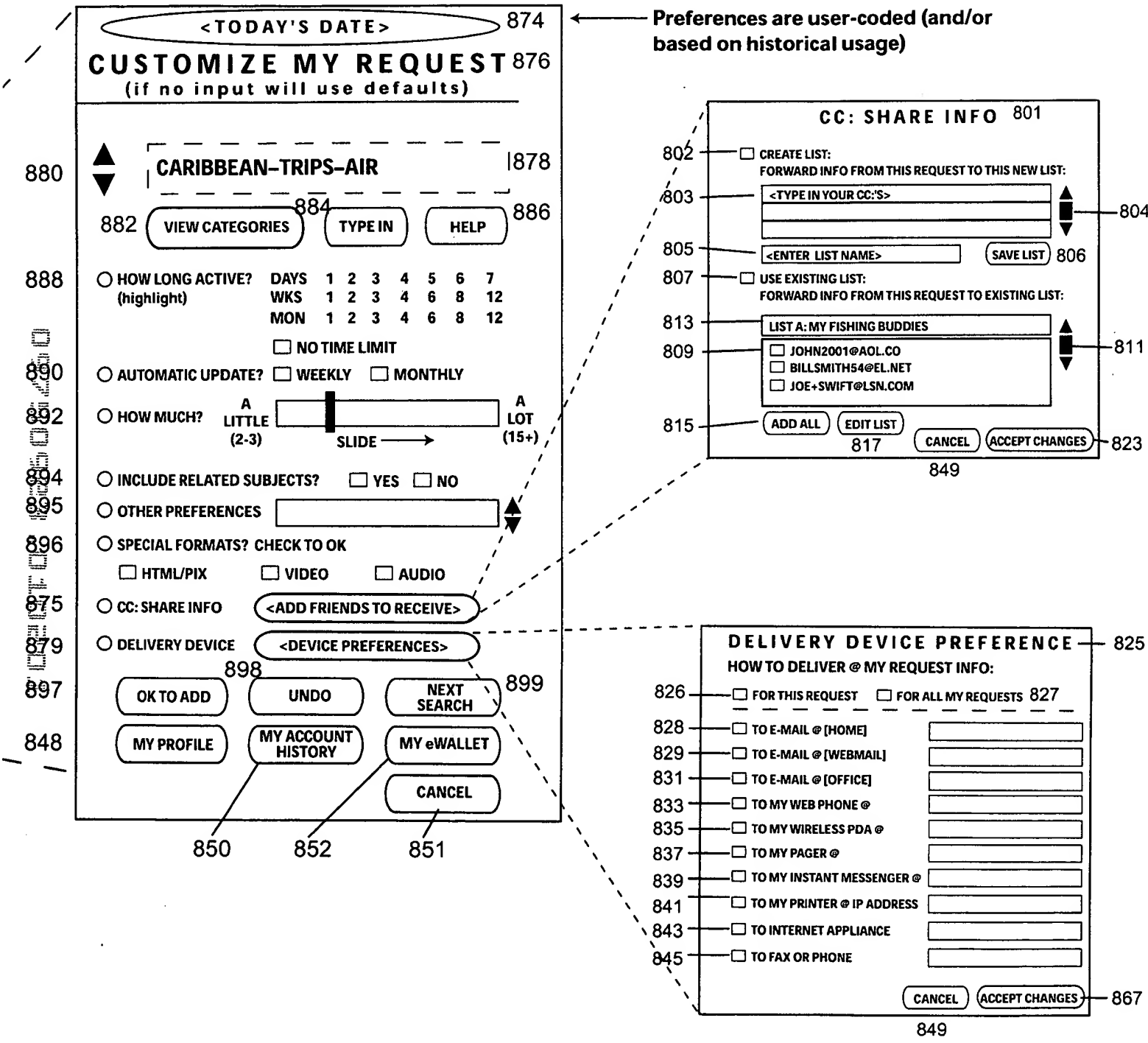


Figure 5b

# "AT MY REQUEST"—GEOGRAPHIC REQUEST SPECIFICATION PANEL

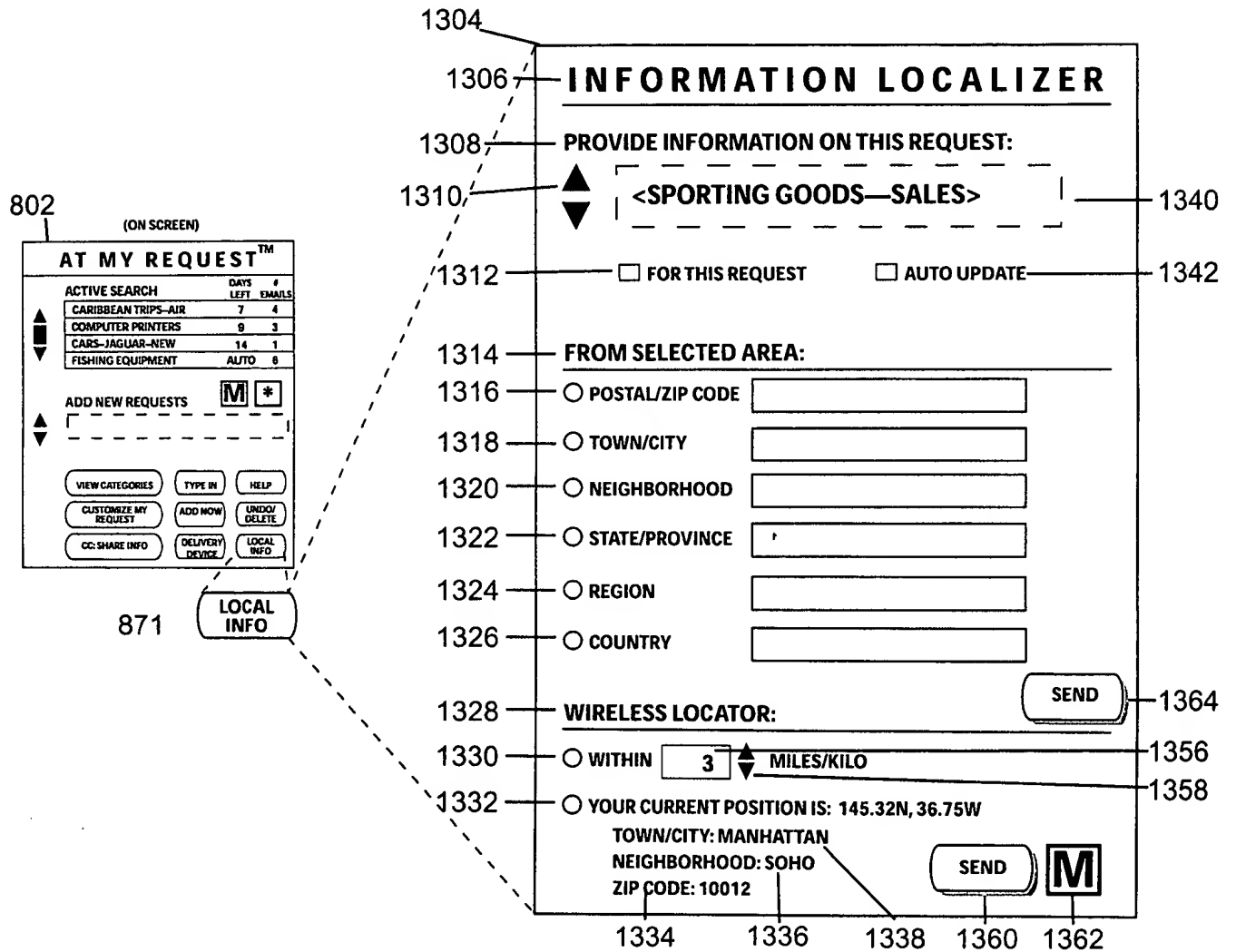


Figure 6

# "AT MY REQUEST"—DETAIL OF CUSTOMIZATION ENGINE

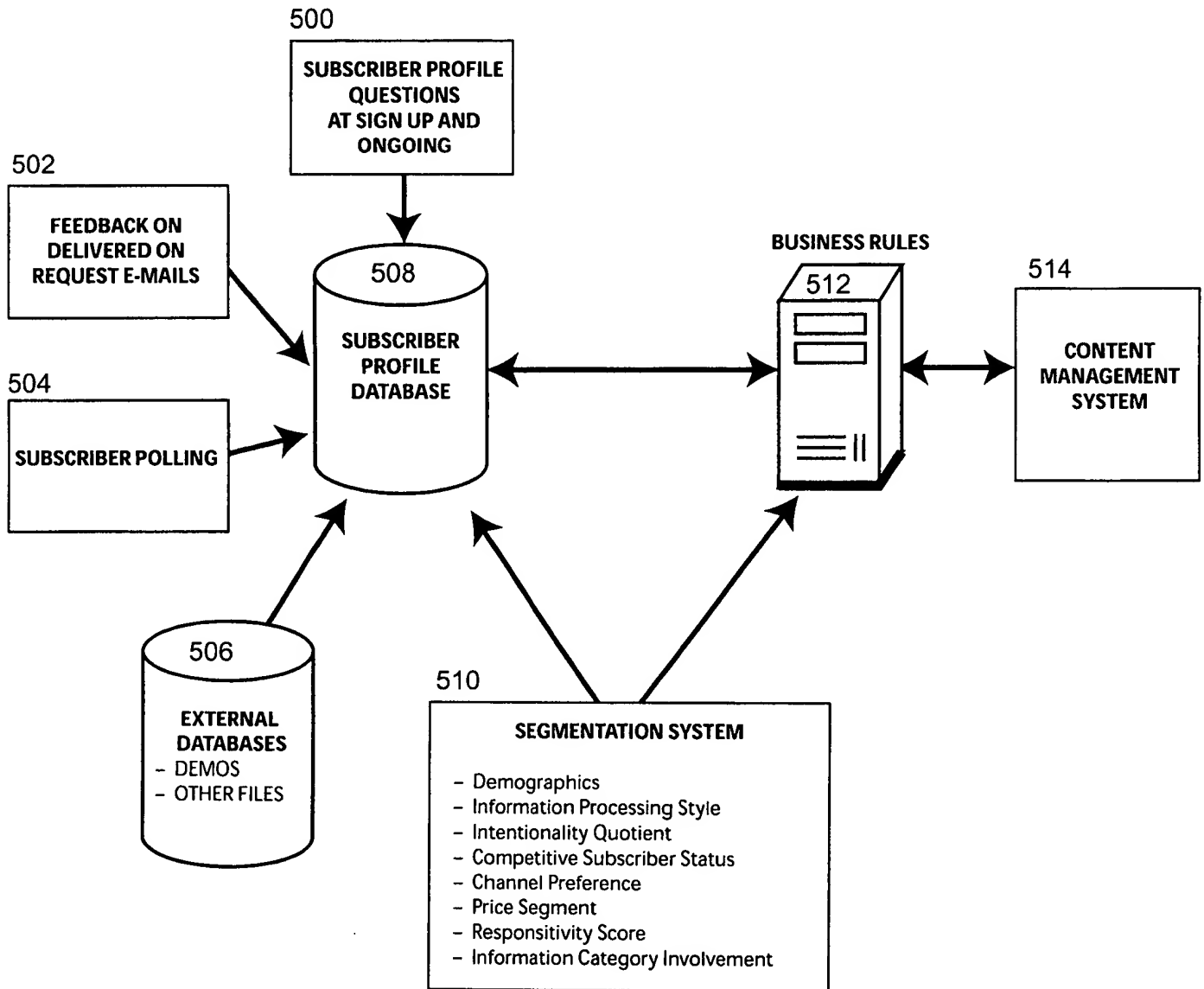


Figure 7



## "AT MY REQUEST"—REPRESENTATION OF CENTRAL POSTING SYSTEM OF ACTING

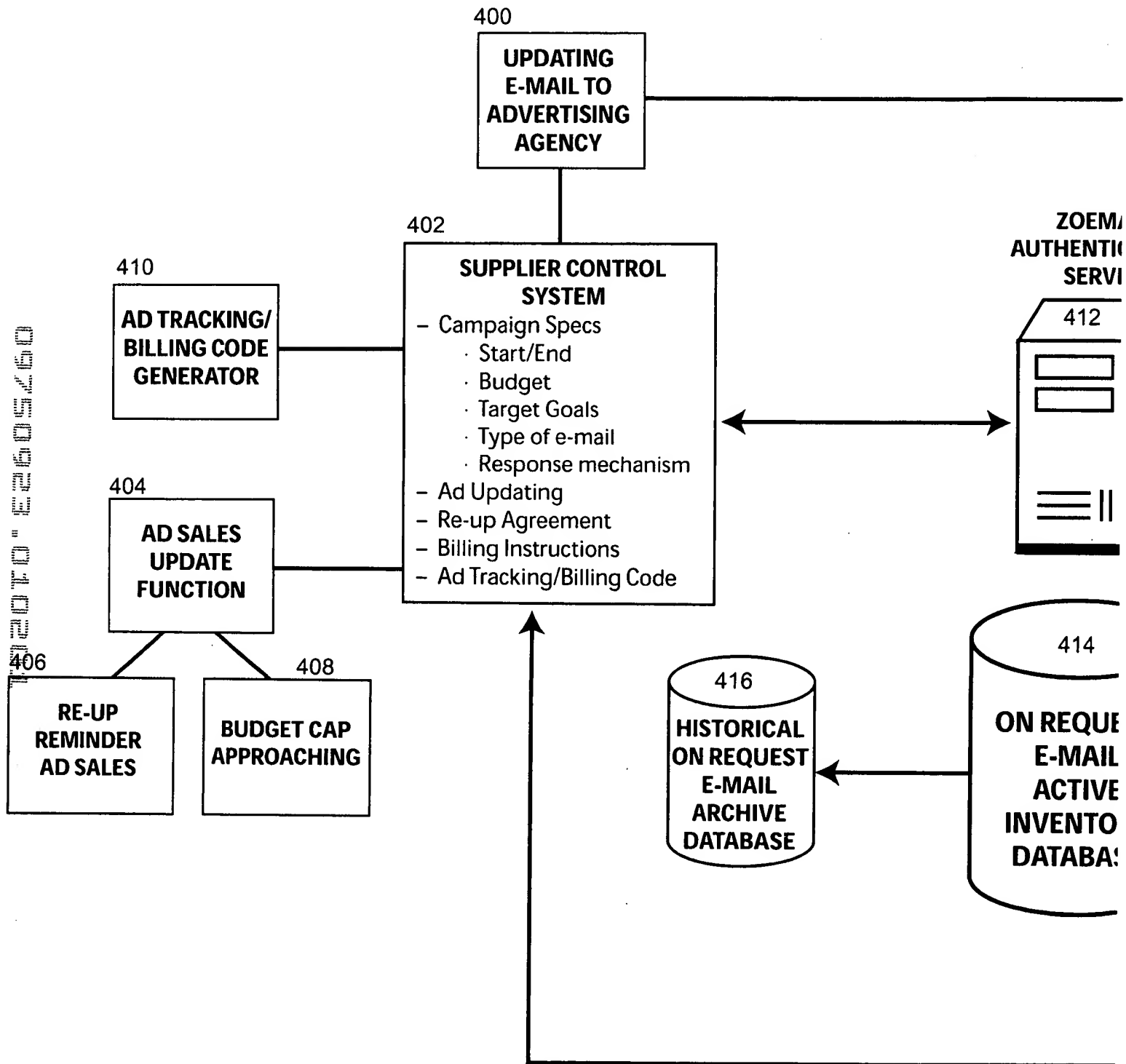


Figure 8a

E E-MAIL INVENTORY—WITH TWO ALTERNATIVE MEANS OF UPDATING

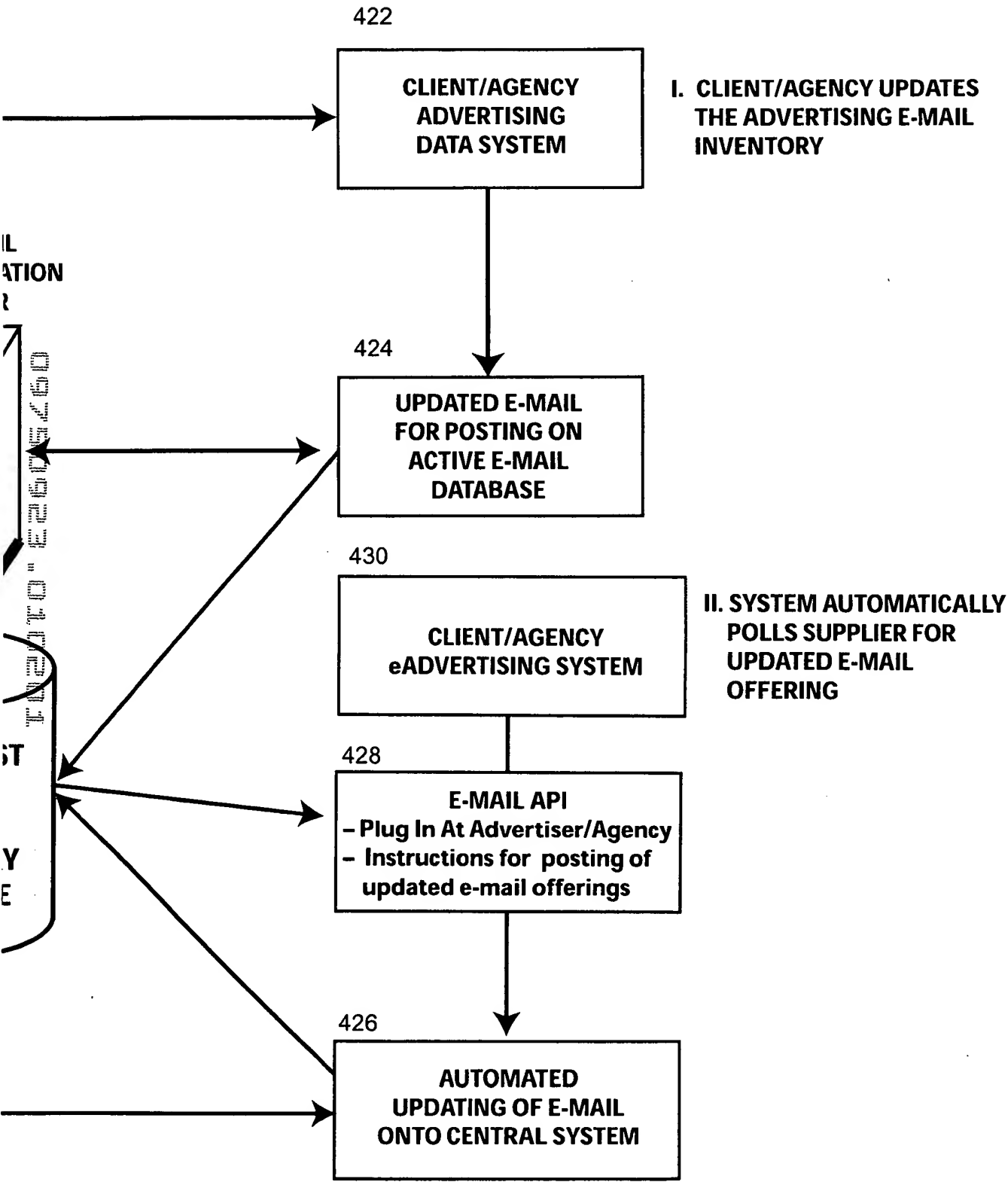


Figure 8b

**07-01-2018**

VIEW PRIOR EDIT

CAMPAIGN PLANNING

CLASSIFY

RESULTS

# "AT MY REQUEST"—SUPPLIER CAMPAIGN PLANNING INTERFACE

1525 DATE: TIME: 1527

<b>BRAND:</b> _____ <b>PRODUCT:</b> _____ <b>CAMPAIGN:</b> _____ <b>Name:</b> _____ <b>Execution(s):</b> _____ <b>Format:</b> <input type="checkbox"/> HTML <input type="checkbox"/> Video <input type="checkbox"/> Text Only <b>Promotional Offer:</b> _____ <b>Promotional Updating:</b> _____ <input type="button" value="View e-Mail"/>			<b>PERFORMANCE GOALS</b> <b>Delivery:</b> _____ <b># Responses:</b> _____ <b>% Response:</b> _____ <b>Cost Per Response:</b> _____								
<b>TIME FRAME</b> <b>Start Date:</b> _____ <b>End Date:</b> _____ <input type="checkbox"/> Hard Close <input type="checkbox"/> Soft Close <b>Soft Close Criteria:</b> <input type="checkbox"/> Continue to delivery goal <input type="checkbox"/> Add to budget (see below)			<b>TARGET DEFINITION</b> <b>Run of Service:</b> _____ <b>Demographic Preferences:</b> _____ <b>Purchase Intentionality</b> _____ <b>Targeting Hierarchy:</b> _____								
<b>BUDGET</b> <table border="1"> <thead> <tr> <th>ORIGINAL</th> <th>REVISE 1</th> <th>REVISE 2</th> </tr> </thead> <tbody> <tr> <td colspan="3"> <input type="checkbox"/> Increment budget by ____% (per contact pre-approved if Cost per Response is within allowable)           </td> </tr> </tbody> </table>			ORIGINAL	REVISE 1	REVISE 2	<input type="checkbox"/> Increment budget by ____% (per contact pre-approved if Cost per Response is within allowable)			<b>OPTIMIZATION FUNCTIONS</b> <input type="checkbox"/> # Responses <input type="checkbox"/> Cost per Response <input type="checkbox"/> Opti*Mark (Cross Media) <b>BANNER AD INTEGRATION</b> <b>Cross Support Planning</b> _____		
ORIGINAL	REVISE 1	REVISE 2									
<input type="checkbox"/> Increment budget by ____% (per contact pre-approved if Cost per Response is within allowable)											
<b>ROTATION</b> <input type="checkbox"/> HTML <input type="checkbox"/> Video <b>IF yes, rotate executions*</b> <input type="checkbox"/> To same recipient within ____ days <input type="checkbox"/> If cost per response falls ____% over goal <b>* Execution codes for rotation</b> _____ _____ _____ _____			<b>PRODUCT CLASSIFICATION SUMMARY</b> <b>Category:</b> _____ <b>Sub-category:</b> _____ <b>SKU:</b> _____ <b>Price/Range:</b> _____ <b>Promotional Type:</b> _____ <input type="button" value="Classification Interface"/> 1515								
<table border="1"> <tr> <td><input type="button" value="Revision History"/></td> <td><input type="button" value="Acct. Mgt."/></td> <td><input type="button" value="Classify"/></td> <td><input type="button" value="Results Time:"/></td> </tr> </table>						<input type="button" value="Revision History"/>	<input type="button" value="Acct. Mgt."/>	<input type="button" value="Classify"/>	<input type="button" value="Results Time:"/>		
<input type="button" value="Revision History"/>	<input type="button" value="Acct. Mgt."/>	<input type="button" value="Classify"/>	<input type="button" value="Results Time:"/>								

1517

1519

1521

1523

Figure 9b

# "AT MY REQUEST"—SUPPLIER PERFORMANCE & RESULTS ANALYSIS INTERFACE

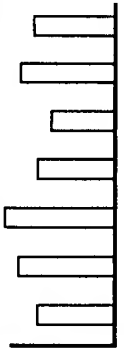
<b>BRAND:</b> _____ <b>PRODUCT:</b> _____ <b>CAMPAIGN:</b> _____ <b>Name:</b> _____ <b>Execution(s):</b> _____ <b>Budget:</b> _____ <b>Format:</b> <input type="checkbox"/> HTML <input type="checkbox"/> Video <input type="checkbox"/> Text Only <b>Promotional Offer:</b> _____ <b>Promotional Updating:</b> _____ <div>VIEW E-MAIL</div>		<b>E-MAIL RESPONSE ANALYSIS</b> <b>Today 7 Days 30 Days YTD Campaign</b> <b># Replies:</b> _____ <b>% Response:</b> _____ <b>Cost per Response:</b> _____ <b>Total Cost:</b> _____ <b>E-MAIL GOAL ANALYSIS</b> <b>Budget # To Date Projection</b> <b># % # %</b> <b># Replies:</b> _____ <b>% Response:</b> _____ <b>Cost per Response:</b> _____ <b>Total Cost:</b> _____																													
<b>E-MAIL DELIVERY SUMMARY</b>  <input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign <b>Total:</b> _____		<b>COMPARATIVES</b> <b>Campaign Category System Wide</b> <b>% Response:</b> _____ <b>Cost per Response:</b> _____ <b>Index:</b> _____ <input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign																													
<b>RECIPIENT BEHAVIOR SUMMARY</b> <table border="1"> <thead> <tr> <th></th> <th>Current</th> <th>1615</th> <th>1617</th> </tr> <tr> <th></th> <th>#</th> <th>%</th> <th>#</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/> e-Mail Reply</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> Purchase</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> Web Site Access</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> Forward</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> Store</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> </tbody> </table>			Current	1615	1617		#	%	#	<input type="checkbox"/> e-Mail Reply	_____	_____	_____	<input type="checkbox"/> Purchase	_____	_____	_____	<input type="checkbox"/> Web Site Access	_____	_____	_____	<input type="checkbox"/> Forward	_____	_____	_____	<input type="checkbox"/> Store	_____	_____	_____	<b>HISTORICAL RECAP &amp; COMPARISON</b> <input type="checkbox"/> Vs. Prior Campaign: # 1 # 2 # 3 # 4 <b>Criteria:</b> <input type="checkbox"/> % Response <input type="checkbox"/> # Response <input type="checkbox"/> Cost per Resp. <div> <div> <div>2</div> <div>1</div> </div> <div> <div>Response</div> <div>%</div> </div> </div> <div>Prior Current</div> <div>VIEW E-MAIL</div>	
	Current	1615	1617																												
	#	%	#																												
<input type="checkbox"/> e-Mail Reply	_____	_____	_____																												
<input type="checkbox"/> Purchase	_____	_____	_____																												
<input type="checkbox"/> Web Site Access	_____	_____	_____																												
<input type="checkbox"/> Forward	_____	_____	_____																												
<input type="checkbox"/> Store	_____	_____	_____																												
<b>TRANSACTION SUMMARY</b> <table border="1"> <thead> <tr> <th></th> <th>Total</th> <th>% Goal</th> <th>Rev to Cost</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/> Info Fees:</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> \$ Purchases (Gross):</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> </tbody> </table>			Total	% Goal	Rev to Cost	<input type="checkbox"/> Info Fees:	_____	_____	_____	<input type="checkbox"/> \$ Purchases (Gross):	_____	_____	_____	<input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign	_____	_____	_____	<b>Account Interface</b> 1631 <b>Classify</b> 1633 <b>Campaign Planning</b> 1635													
	Total	% Goal	Rev to Cost																												
<input type="checkbox"/> Info Fees:	_____	_____	_____																												
<input type="checkbox"/> \$ Purchases (Gross):	_____	_____	_____																												
<input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign	_____	_____	_____																												

Figure 9c

"AT MY REQUEST"—E-MAIL PRODUCT/INFORMATION CLASSIFICATION INTERFACE

DATE: 1754 TIME: 1756	
BRAND: <input type="text"/> PRODUCT: <input type="text"/> CAMPAIGN: <input type="text"/> E-MAIL: <input type="text"/> <input type="button" value="VIEW E-MAIL"/>	Start Date: <input type="text"/> End Date: <input type="text"/> <input type="checkbox"/> Hard Close <input type="checkbox"/> Soft Close <input type="button" value="SEE ORIGINAL"/> <input type="button" value="EDIT"/>
Category: <input type="text"/> Sub-category 1: <input type="text"/> Sub-category 2: <input type="text"/> Sub-category 3: <input type="text"/> Sub-category 4: <input type="text"/> Sub-category 5: <input type="text"/> Sub-category 6: <input type="text"/> Sub-category 7: <input type="text"/> Sub-category 8: <input type="text"/> Sub-category 9: <input type="text"/> Sub-category 10: <input type="text"/>	PROMOTIONAL OFFER Promo Type: <input type="checkbox"/> Rebate 1774 <input type="checkbox"/> Free Premium 1784 <input type="checkbox"/> Instant Refund 1776 <input type="checkbox"/> Self-Liquidator 1786 <input type="checkbox"/> Coupon Voucher 1778 <input type="checkbox"/> Referral Incentive 1788 <input type="checkbox"/> Two-Fer 1780 <input type="checkbox"/> Other: <input type="text"/> <input type="checkbox"/> Free Trial 1782 Promo Start Date: <input type="text"/> Promo End Date: <input type="text"/> Incremental cost for promo: Per Use \$ <input type="text"/> Budget \$ <input type="text"/> Criteria for promo duration: <input type="checkbox"/> # Responses <input type="text"/> <input type="checkbox"/> Promo \$ <input type="text"/>
PRICING <input checked="" type="checkbox"/> Base Price: \$ <input type="text"/> <input checked="" type="checkbox"/> Special Offer to Preferred Customer \$ <input type="text"/> <input checked="" type="checkbox"/> 1st Reduction \$ <input type="text"/> <input checked="" type="checkbox"/> 2nd Reduction \$ <input type="text"/> <input checked="" type="checkbox"/> 3rd Reduction \$ <input type="text"/>	BANNER AD INTEGRATION Ad: <Headline> <input type="text"/> Code: <input type="text"/> Start Date: <input type="text"/> End Date: <input type="text"/> When Run: <input type="checkbox"/> When Request is Made 1721 <input type="checkbox"/> After First e-Mail Sent 1723 <input type="checkbox"/> With Each New e-Mail Group 1725 <input type="checkbox"/> At Reply 1727 <input type="checkbox"/> Stop After Request Not Active 1729 <input type="checkbox"/> Continue After Request Not Active 1731 <input type="button" value="Acct. Mgt."/> <input type="button" value="Planning"/> <input type="button" value="Results"/>

Figure 9d

# "AT MY REQUEST"—SUBSCRIBER HISTORY

*(maintained by system as secure, private data)*

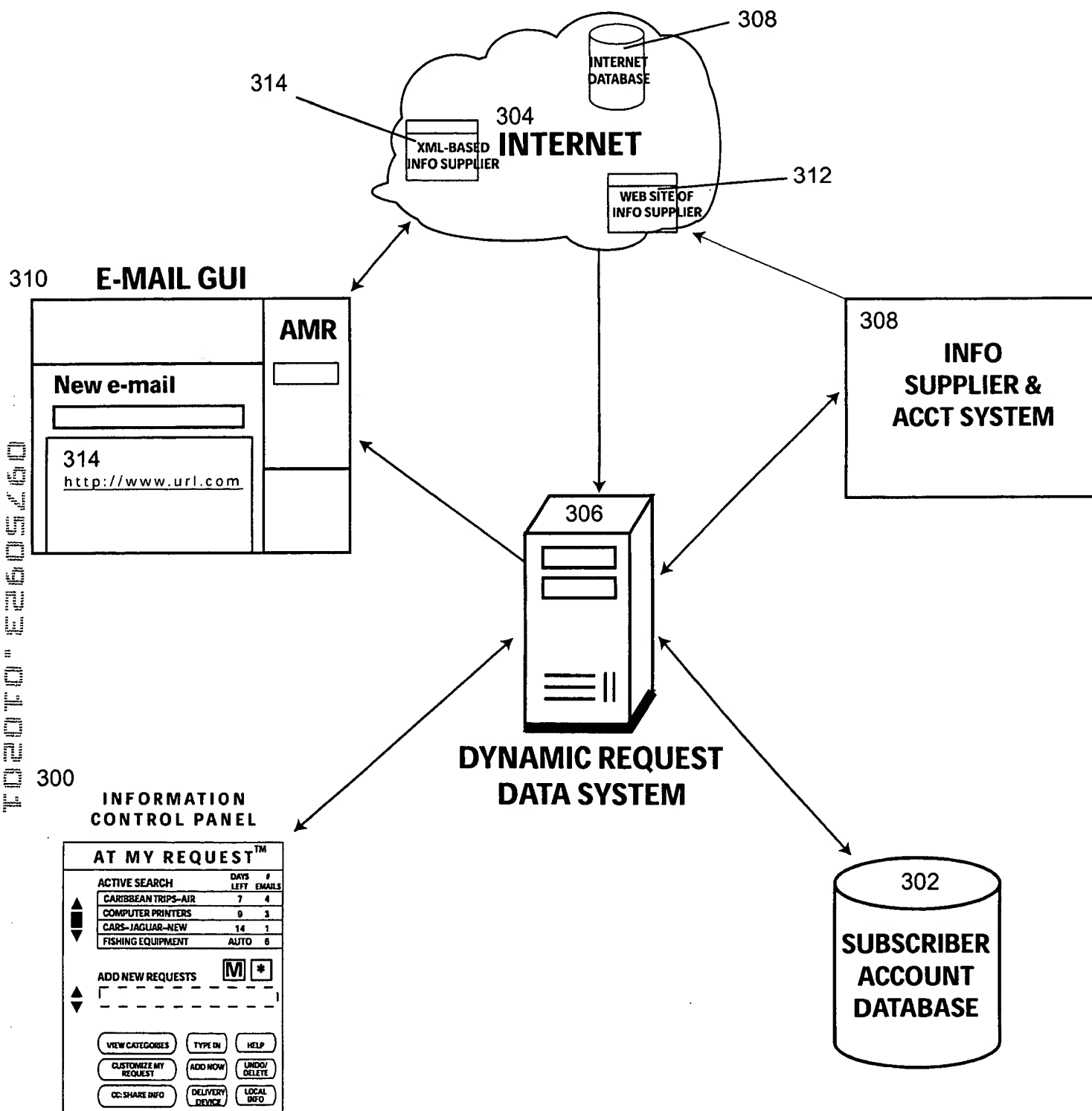
FIGURE 10 "E2505260"

1001	<b>&lt;HISTORICAL/AUDIT&gt;</b>			
1002	<b>USER: john2000@zoemail.com</b>			
1004	<b>AMR SUMMARY:</b>			
1)	<b>Request start Date</b>	<b>Category</b>	<b>End Date Set</b>	1014
1008	8/1/00	Caribbean Trip	8/10/00	1016
1018	<b>SUMMARY OF ITEMS RECEIVED:</b>		<b>SUMMARY ACTIONS:</b>	1020
1022	8/1 – EMPIRE TRAVEL 0745112		DWO (= delete w/o opening)	
1024	8/2 – AMERICAN EXPRESS 7544117		OD (open/delete)	
1026	8/2 – AMERICAN AIRLINES 6744112		OF/john@aol.com (open/forward)	
1028	8/2 – CONTINENTAL AIR 6441178		ORF/betty@idt.net (open/respond/forward)	
1030	8/15 –		REQUEST DELETED	
1003	2) <b>etc.</b>			

Figure 10

# AT MY REQUEST ALTERNATIVE EMBODIMENT

## USER ACCOUNT-DRIVEN, SEARCH ENGINE-BASED REQUEST FULFILLMENT SYSTEM

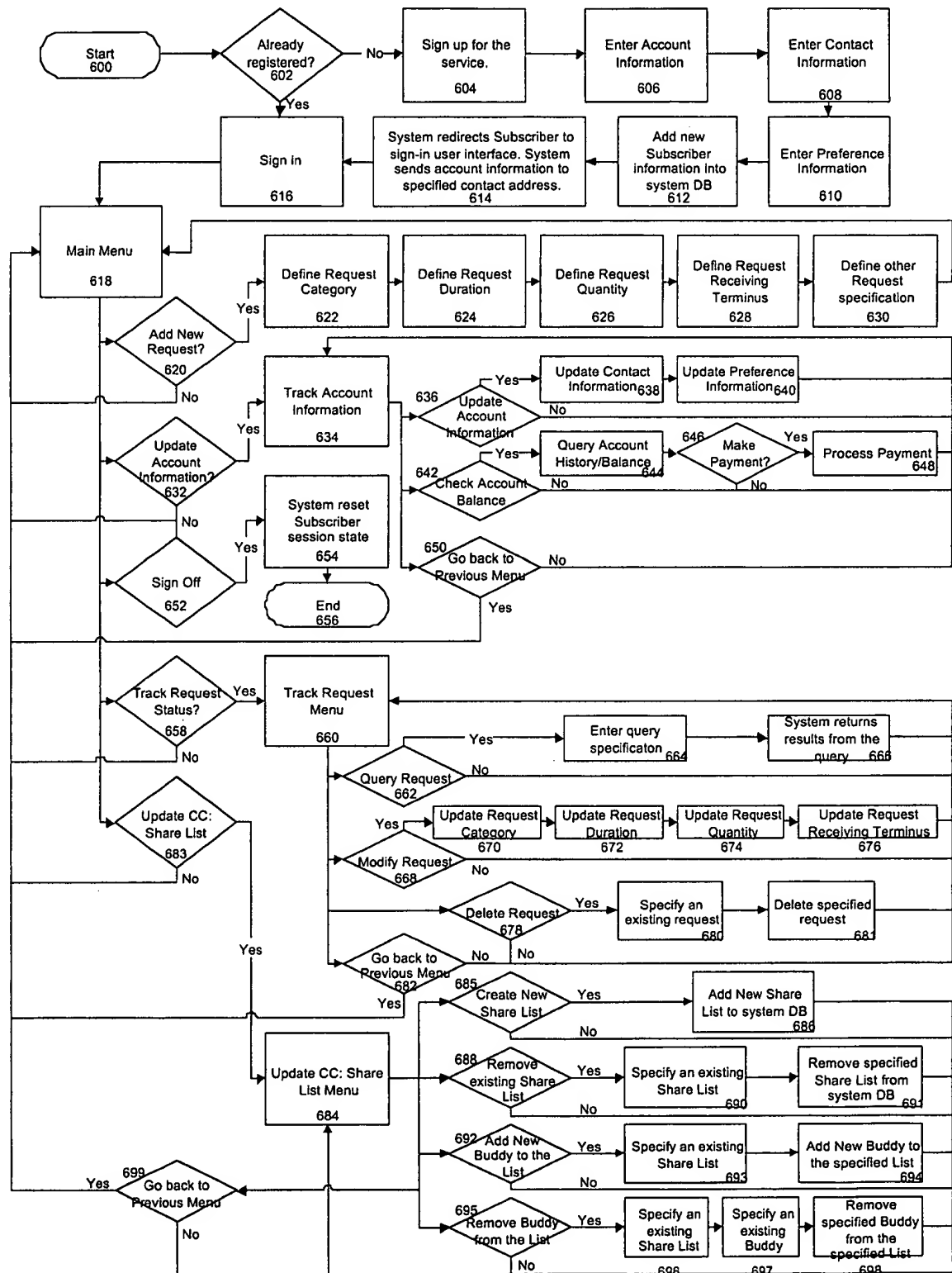


This is an alternative system to the primary system of Figure 1

Figure 11



# SUBSCRIBER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART



# SUPPLIER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART

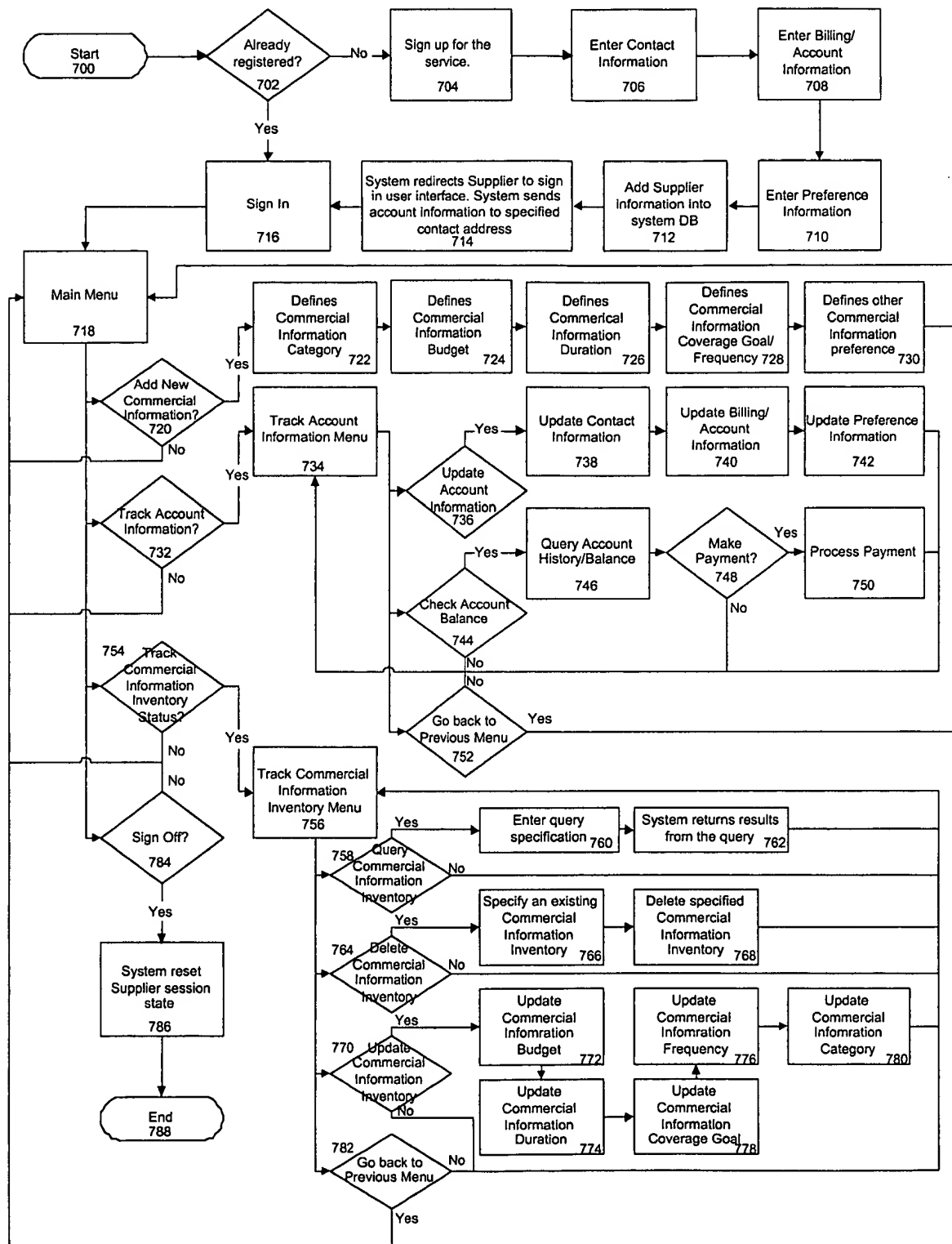


Figure 13

# SYSTEM USE CASE FLOW CHART

